

OPERATING A FEEDER SERVICE PROFITABLY



BONANZA AIR LINES' "Route of the Gold Strikes" now links Arizona with Nevada—is first to bring the facilities of air transportation, air mail, air express and freight to many Nevada and Arizona towns never before serviced by a scheduled air carrier. Under the able guidance of its president, Edmund Converse, Bonanza Air Lines—with headquarters in Las Vegas—has steadily increased the scope of its operations and service. Typical of Bonanza's insistence on quality is the fact that it uses *Texaco Aviation Gasoline* and *Texaco Aircraft Engine Oil* exclusively.



Bonanza Air Lines uses Texaco Aviation Products and Lubrication Engineering Service

Profitable feeder operations call for keeping schedules up and costs down. Texaco can help notably with both—as Bonanza and similar airlines everywhere will gladly tell you.

Texaco Lubrication Engineering Service, for example, can suggest many ways of reducing maintenance costs . . . practical, proved ideas that simplify service and lubrication procedures, and keep the number of lubricants required at a minimum.

Texaco Aviation Fuels and Lubricants, of course, are uniformly tops in quality

. . . assurance of dependable engine performance. That is why they are so widely preferred throughout the industry . . . why, in fact, *more revenue airline miles in the U. S. are flown with Texaco Aircraft Engine Oil than with any other brand*.

Let a Texaco Aviation Representative help *your* operation achieve major airline maintenance economies. Just call the nearest of the more than 2,000 Texaco Wholesale Distributing Plants in the 48 States, or write The Texas Company, *Aviation Division*, 135 East 42nd Street, New York 17, New York.



TEXACO Lubricants and Fuels

FOR THE AVIATION INDUSTRY